

Message Text

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PAGE 01 TAIPEI 02627 060428Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----070053Z 036596 /63
R 060359Z MAY 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 3470

UNCLAS TAIPEI 2627

E.O. 11652: N/A
TAGS: BFOL, TW
SUBJECT: FOREIGN LICENSING OPPORTUNITY: FAST-FOOD
RESTAURANT CHAINS: LAI LAI SHOPPING MALL, INC.

REF : CCP FY77

1. LAI LAI SHOPPING MALL, INC. IS A WHOLLY-OWNED SUBSIDIARY OF CATHAY ENTERPRISES GROUP, ONE OF TOP FIVE ENTERPRISES IN THE REPUBLIC OF CHINA. LAI LAI WAS ESTABLISHED IN EARLY 1977 AND IS CAPITALIZED US\$2.1 MILLION, FULLY PAID UP. THE FIRM IS SEEKING A LICENSING ARRANGEMENT WITH A LEADING U.S. FAST FOOD RESTAURANT CHAIN TO ESTABLISH AN OPERATION IN TAIWAN.

2. LAI LAI IS NOW BUILDING A 10-STORY MODERN SHOPPING MALL IN THE METROPOLITAN AREA OF TAIPEI WHICH CAN ACCOMMODATE 120 STORES FEATURING HIGH-CLASS CONSUMER GOODS. THE MANAGEMENT HOPES TO PUT A TYPICAL U.S. FAST FOOD-RESTAURANT ON THE GROUND FLOOR OF THE PROJECTED BUILDING UNDER A LICENSING ARRANGEMENT WITH A WELL-KNOWN U.S. FIRM SUCH AS MCDONALDS, DAIRY QUEEN, ETC.. THE PLANNED SPACE FOR THE RESTAURANT WILL BE 12 M X 7 M EQUAL TO 84 SQUARE METERS ON A GROUND FLOOR AREA OF 484 SQUARE METERS. LAI LAI HAS A BUDGET OF US\$500,000 OR MORE FOR THE PROJECTED RESTAURANT WHICH IS EXPECTED TO BE OPENED IN OCTOBER 1978. THE SHOPPING
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MALL BUILDING WILL BE COMPLETED BEFORE JUNE 1978.

3. THE FIRM HAS CONTACTED MCDONALDS AND DAIRY QUEEN AND ARE SEEKING MORE INTERESTED U.S. FAST FOOD CHAINS FOR FURTHER CONSIDERATION. USDOC ASSISTANCE IS REQUESTED TO DIRECT INQUIRIES TO THE EMBASSY FOR TRANSMITTAL TO THE LOCAL FIRM FOR DISCUSSION.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 06-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI02627
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770160-0462
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770583/aaaactwy.tel
Line Count: 63
Litigation Code IDs:
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2611271
Secure: OPEN
Status: NATIVE
Subject: FOREIGN LICENSING OPPORTUNITY: FAST-FOOD RESTAURANT CHAINS: LAI LAI SHOPPING MALL, INC.
TAGS: BFOL, TW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/fea70799-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009